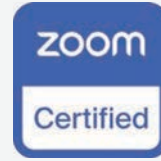




## P4K

THE HIGHEST QUALITY FULL NDI®  
CAMERA ON THE PLANET.



### Camera Comparison Table

P4K is the next generation of high-end broadcast quality camera with no compromises, better value and superior overall performance.



| Features                         | BirdDog P4K | Sony BRC-AM7 | Panasonic UE-160 |
|----------------------------------|-------------|--------------|------------------|
| MSRP                             | \$8395      | TBD          | \$14,995         |
| 4K UHD                           | ✓           | ✓            | ✓                |
| Zoom                             | 12x         | 20x          | 20x              |
| PoE                              | ✓           | ✓            | ✓                |
| Convenient UHD Out               | ✓           | ✗            | ✓                |
| Ready to Use OOB                 | ✓           | ✗            | ✗                |
| Broadcast Quality NDI®           | ✓           | ✗            | ✓                |
| Advanced Colour Shading          | ✓           | ✓            | ✓                |
| Free Companion Apps for Color    | ✓           | ✗            | ✗                |
| Audio Comms Function             | ✓           | ✗            | ✗                |
| Tally Light                      | ✓           | ✓            | ✓                |
| Sensor Size                      | 1"          | 1"           | 1"               |
| Genlock Sync                     | ✓           | ✓            | ✓                |
| Industry Standard Serial Control | ✓           | ✗            | ✗                |
| 360° Visible Tally               | ✓           | ✗            | ✓                |
| Multi-Color Indicators           | ✓           | ✗            | ✗                |
| Connectivity                     | Excellent   | Poor         | Good             |
| Built in Full NDI®               | ✓           | ✗            | ✓                |